State of Wisconsin

Corridor & Community Safety Programs

2004

WISCONSIN DEPARTMENT OF TRANSPORTATION

Program 04-10
CORRIDOR and COMMUNITY TRAFFIC SAFETY And SAFETY OUTREACH

I. GOALS and OBJECTIVES

A. Goals

Goal: To promote increased multidisciplinary safety activities in 15 populous communities representing at least 40% of the state population and 33% of state traffic deaths and serious injuries.

Baseline: 13 communities representing 30% of the population and 27.4% of deaths and serious injuries.

Goal: To inform the general public and safety advocates of changes in laws, new data, new studies, program opportunities, etc., and to reach high-risk audiences with informational and motivational safety messages.

Baseline: Traffic Safety Reporter mailed to 3,000; earned media and PSA's.

B. Objectives

Community Outreach and Activities

Objective 1: To provide outreach, technical assistance and guidance on no less than a quarterly basis to community representatives in Wisconsin's 72 counties.

Performance Measure: Attendance at all Traffic Safety Commission meetings. Number of meetings with representatives of multiple disciplines in county and sub-county political jurisdictions.
Baseline: In CY 1994, BOTS staff attended most quarterly Traffic Safety Commission meetings. BOTS staff meet almost entirely with law enforcement officials.
Status: During CY 2002**,** BOTS staff attended most TSC meetings. BOTS staff met regularly with coalitions in all organized Safe Communities.

Objective 2: To encourage locally directed multi-disciplinary safety activities in the top 10 most populated counties or communities by the end of 2004 and the top 25 most populated counties or communities by the end of 2009.

Performance Measure: Population and KA in counties and sub-county communities in which continuing multi-disciplinary safety activities are occurring.
Baseline: In FY 1994, Wisconsin Traffic Safety Assessment was completed by more than 100 communities. Development of Action Guides began. State-level committee organized to coordinate community grant activity. No grant program had yet been developed.
Status: In FY 2003, funded Safe Community Coalitions included Greater Madison and Dane County, Jefferson County, Monroe County, Green County, Richland County, Manitowoc County; Brown County, La Crosse County, Grant County, City of Beloit, Villages of Sauk City/Prairie du Sac, and Waukesha County.

Objective 3: To support up to five planning or engineering projects selected, endorsed and administered by Safe Community coalitions during FFY2004.

Performance Measure: Community Coalitions which meet BOTS criteria for Safe Community status, showing multidisciplinary project selection process, having selected, endorsed, planned and administered a safety-related planning or engineering project. .
Baseline: No such projects had yet taken place.

Status: Traffic Calming projects have been undertaken by communities that do not have a formal Safe Community Coalition.

General Outreach and Communications

Objective 4: To provide training, technology transfer and technical assistance to at least 300 safety professionals and to assist with the coordination of at least two volunteer organizations during 2003-4.

Performance Measure: Attendance at subsidized conferences. Number of programs initiated by targeted groups.

Baseline: In 1994, 400 attended Governor's Conference, 71 attended WAWHSL Conference, 48 attended Safety Coordinators Conference, and 300,000 attended Farm Progress Days, many visiting the BOTS safety display.

Status: In 2002, 350 attended Governor's Conference, 50 attended WAWHSL Conference, 58 attended Safety Coordinators Conference, and 300,000 attended Farm Progress Days, many visiting the BOTS safety display.

Objective 5: To evaluate the effectiveness of existing BOTS radio, television and print medium public information and education materials in changing knowledge, attitudes and behaviors, and to apply results to the development of the year 2005 HSP.

Performance Measure: The percent of all program-level and project level public information campaigns for which the distribution to target audiences is mapped and effectiveness of changing knowledge, attitude and/or behavior is evaluated.

Baseline: In 1994, little evaluation was performed.

Status: A 1997 phone survey to 500+ major users of printed BOTS materials, published in 1999, identified how the materials were used and asked for suggestions for improvements. In 1999, all radio and TV stations were surveyed to determine the use of and to request improvements to AV public service announcements was performed by RPMs. 2002 Omnibus survey discovered that 85% of respondents were unaware of special traffic enforcement deployments.

C. Related National/State Goals:

WI State Health Plan for 2010: The "Turning Point" project State Public Health Plan for the Year 2010 has incorporated the Safe Community model as the means of achieving its priority strategy of decreasing motor vehicle-related injuries and deaths in Wisconsin. Specific objectives are due to be published in 2003.

II. ESTIMATED BUDGET

CORRIDOR/COMMUNITY TRAFFIC SAFETY 10						
Activity	**Title**	**Fed**	**State**	**Local**	**Tot Prog**	**Loc Benefit**
	A. COMMUNITY OUTREACH					
04-10-01	Management/Outreach	335,000	75,000	0	410,000	83,750
04-10-02	Safe Communities & Evaluation	500,000	0	400,000	900,000	500,000
	Safety Conscious Planning	15,000	2,000	7,000	24,000	15,000
	B. GENERAL OUTREACH					
04-10-03	PI&E Program Mgmt	60,000	2,000	2,000	64,000	15,000
04-10-04	Community PI&E	40,000	6,000	1,000	47,000	20,000
	TSR and Outreach	35,000	10,000	10,000	55,000	17,500
04-10-05	Governor's Conference	20,000	8,000	20,000	48,000	10,000
	Volunteer Outreach	13,000	0	5,000	18,000	6,500
402 TOTAL	**(CP)**	1,018,000	103,000	445,000	1,566,000	667,750

III. PROBLEM IDENTIFICATION and PROGRAM JUSTIFICATION

A. Magnitude and Severity of the Problem – Community Safety Activities

In an era of devolution and diminishing federal resources, local units of government and non-government organizations will need to address their traffic injury problems locally to an ever greater extent.

Long-term individual and community-based measures are crucial for addressing complex behavioral problems like drinking and driving that are determined by a myriad of cultural, lifestyle and psychosocial factors. Single-strategy activities focused on the individual have been shown to be ineffective over the long run, especially when compared with grass-roots community-based activities reflecting community mores – social attitudes about what behaviors are acceptable to other members of the community.

Government assistance in the form of facilitation of community development skills, strategic planning skills and assistance in accessing information and other strategic resources have been shown to be an effective strategy for program development and implementation. It is these community skills that prepare the community to develop, perform and analyze highway safety activities that lead to the desired behavior changes that occur only in the long-term and in the context of the community.

Community-level planning and activities permit a higher level of coordination and earned media than the traditional single-strategy approaches once favored in Highway Safety. When communities teams begin to consider who needs to be involved in their highway safety activities, they are often surprised by the interest and skills non-traditional partners bring to the table. Historically, planning and engineering have not been included in the development of collaborative highway safety projects at the local level. Their work has not been well understood by other safety and health professionals and they in turn, do not always understand what the "soft" side of safety does accomplish. Thus they have not been integrated into multi-strategy community development efforts such as Safe Communities, where their expertise can best be deployed.

Single-strategy approaches such as mass media or law enforcement campaigns have been shown to be ineffective in attaining long-term behavior change. Old-style mass media campaigns are known to be expensive and relatively ineffective. Traffic law enforcement is expensive and has only a short-term effect. To reach the new driver or the recalcitrant driver, market-savvy information or motivational materials should be integrated into multiple-strategy social marketing campaigns, generally developed at the community level, that not only get their attention, but motivate them to change their behavior. Mass media have significant value in providing information to a broad public, but the advent of the Internet has also changed how this information is packaged and distributed.

B. Risk Factors for Crash Involvement and Injury

Roadway Location

While more crashes occur on urban streets and roads, they tend to have less severe consequences than rural crashes. This is due to many factors, including speed, roadway design and availability of emergency response.

Table 10-02: 2002 Crashes by Highway Class and Severity

Hwy Class	Fatal	Injury	PDO	Total
Local Street/Road	198	20,460	42,460	63,279
County Highway	171	4,218	11,186	15,575
State Highway	310	12,711	28,779	41,800
Interstate System	44	2,245	6,129	8,818
Total	723	39,634	88,715	129,072

Source: 2002 DMV Crash Database

Communities with Diverse Populations

While the Wisconsin population is nearly 90% of European descent, the 2000 U.S. Census documents that our population is becoming increasingly diverse, and "one size fits all" strategies, messages, and approaches are no longer effective. We must learn from our partners in the human services how to achieve our safety goals while being culturally appropriate and sensitive to the differences between diverse populations in order to achieve the desired behavior changes.

The 2000 census does not document the explosive growth of the Hispanic/Latino population, which had risen to 192,921 or 3.6% of the total and has continued to rise rapidly since 2000. The most numerous populations in Wisconsin are: White, 4,769,857 (88.9%), Black/African American, 304,460 (5.7%), Asian, 88,763 (1.7%), and Indian/ Native American, 47,288 (0.9%).

Hispanic/Latinos: Wisconsin's ethnic Latino population is growing extremely fast and its culture is not well understood by the predominant culture. Anecdotal data indicate that Latinos in Wisconsin may have disproportionate incidence of improperly licensed drivers and alcohol-impaired driving.

African Americans: Most of Wisconsin's African-American population is found in larger cities. Many are found in densely populated inner-city neighborhoods. Poverty and urban circumstances may result in different patterns of motor vehicle use than the predominant culture. Observational surveys in larger cities indicate that African Americans have extremely low safety belt use.

American Indians: While "race or ethnicity" is not collected on Wisconsin crashes, Indian Health Service data show that motor vehicle crashes are a leading cause of death for American Indians ages 1-44. Motor vehicle related death rates for American Indians in the I.H.S. Bemidji Area are nearly three times the U.S. All-Races Death Rate. Motor vehicle deaths are especially high among American Indians ages 15-44 years. At-risk groups include pedestrians, especially children, males of all ages, and alcohol involvement, low rates of occupant protection use (seat belts and child car seats) contribute to these high rates. At the April 2000 conference: "A Community Response to Native American Transportation Safety," tribes from three states provided a new perspective on working

together. Conference results included understanding of the need for culturally-sensitive educational materials, and for culturally-relevant training for tribal leaders and law enforcement officers.

Hmong: Wisconsin's Hmong population still maintains many features of its tribal, oral tradition, and is a particularly difficult population to reach using commonly used strategies and messages.

Amish: Wisconsin's Amish population, unlike most other minorities, is predominantly rural, located in only a few areas, and encounters special road use problems because of its choices of transportation modes.

Communities with Large Populations of Older Persons

Mobility of older persons. Thirteen percent of Wisconsin's population is age 65 or older, and by 2020 this proportion will increase to 17%. While age by itself is not a reliable indicator of individual driving performance, on a per-mile-driven basis older drivers have high rates of crashes, injuries and fatalities. When they no longer have driving privileges, these community members need to be mobile to perform the normal functions of life. Communities need to be prepared for older pedestrians.

Table 10-03 Year 2002
DRIVERS and PASSENGERS in CARS & LIGHT TRUCKS- AGE by INJURY

Age	**2000 Pop**	%pop	**Killed**	%tot	**Injuries**	%tot	**A-injuries**	%tot
unknown			1	0.2%	374	0.7%	26	0.6%
age 0-4	342,340	6.4%	10	1.6%	873	1.7%	36	0.8%
age 5-9	379,484	7.1%	4	0.6%	1,123	2.2%	60	1.3%
age 10 -14	403,074	7.5%	8	1.2%	1,604	3.1%	113	2.4%
age 15-19	407,195	7.6%	108	16.8%	10,054	19.4%	934	20.0%
age 20-24	357,292	6.7%	104	16.2%	7,618	14.7%	709	15.2%
age 25-44	1,581,690	29.5%	177	27.6%	16,495	31.9%	1,487	31.9%
age 45-64	1,190,047	22.2%	124	19.3%	9,514	18.4%	847	18.2%
age 65-84	606,928	11.3%	86	13.4%	3,686	7.1%	402	8.6%
age 85 plus	95,625	1.8%	20	3.1%	357	0.7%	46	1.0%
Total	5,363,675		642		51,698		4,660	

Currently, the population of older citizens are not distributed equally around the state; certain areas attract naturally occurring retirement communities (NORCs) and many depopulated rural areas consist predominantly of older people.

IV. STRATEGIES FOR DECREASING DEATHS & INJURIES

A. Strategies Selected for 2004

Community Traffic Safety Outreach and Activities

Multidisciplinary Activities

The 1999 Iowa State University study of traffic safety communications identified community programs using an integrated set of approaches involving mass communication, face-to-face program elements, community action and small-scale educational activities as being shown to effect lasting attitudinal and behavioral change. Thus, highway safety advocates are following their public health partners toward production of multi-component programs addressing multiple levels of social, psychological and structural influences on driver behavior.

Safety Conscious Planning

TEA-21 required metropolitan planning organizations to include safety and security in their transportation planning. The USDOT recognized that safety planning is a non-traditional role for city planners, that dialog, coordination and communication did not exist between planners and other safety professionals, and that their plan processes had differing criteria and timelines. However, their goals, functions and data needs overlap with those of safety planners. Thus, improved communication and coordination, sharing of information, designing of complementary programs and focus on multi-modal functions should result in superior plans for both groups.

Safe Communities

Highway Safety funds support community coalitions that adopt the "Safe Community" local empowerment concept first developed by the World Health Organization as embraced by the National Highway Traffic Safety Administration and the US Department of Health and Human Services to address local injury problems.

The NHTSA Safe Communities model has four essential characteristics:

1. use of multiple data sources to identify community injury problems;
2. citizen involvement;
3. expanded partnerships; and
4. a comprehensive and integrated injury control system.

The Safe Communities model is used locally to identify and address local injury problems. Injury patterns vary by age group, gender and cultural group. They are also subject to seasonal and geographic factors. Safe Communities allow citizens to predict when and where injuries are most likely to occur and to determine the best course of action to prevent them or to treat them effectively.

Safe Communities are data-driven; they use data from multiple sources to identify their local priority problems and to evaluate the effectiveness of their programs. They examine the type and severity of injuries, the cost of treatment and the impact on the community; they discover local behaviors and attitudes that either help or hinder them in decreasing the problem. They identify strategies proven to work in communities such as theirs, and adapt them to make them their own. They evaluate the effectiveness of their activities to determine whether they are making the best use of their own limited resources.

A Safe Community is one in which there is broad-based, multi-disciplinary leadership for injury control and significant amount of citizen involvement. Engineers, Planners, Law Enforcement, Public Health Professionals, EMT's, Teachers, Doctors, Nurses, Business owners, Volunteers, Citizens, Parents and others work cooperatively to plan and implement community injury

prevention efforts. Collaboration and communication are key to successful Safe Community efforts.

Expanded partnerships ensure that members working to address a local injury problem identify and collaborate with others in the community with a stake in reducing that problem. It also allows communities to gain access to the energy and resources of existing single-focus groups, such as teen coalitions, to use their knowledge and energy on areas of overlap.

Citizen involvement allows community organizations and individuals a say in determining which local problems will be addressed, and how. Not only is theirs the responsibility to identify the problem and determine the strategies to employ locally, but they must also gather the resources to address the problem. A coalition of concerned citizens and community groups produces a means for gaining significant local support and resources.

Safe Communities-Wisconsin is both a way of doing business and a program supported in the Highway Safety Plan. BOTS provides participating Safe Communities with tools, materials and technical support for strategic planning and health promotion, and grant funding for coordination and coalition-directed activities.

Highway Safety funds are used to support local coalition development and leadership. Thirteen communities have developed "Safe Communities" coalitions with the assistance of Highway Safety funding and technical support. Three additional communities have developed "Safe Community" coalitions on their own. In 2003, funded Safe Community Coalitions included Greater Madison and Dane County, Jefferson County, Monroe County, Green County, Richland County, Manitowoc County; Brown County, La Crosse County, Grant County, City of Beloit, Villages of Sauk City/Prairie du Sac, and Waukesha County. Marathon County, Vernon County, Sheboygan County, Green Lake County, Trempealeau County, Oconto County, Marinette County and Kewaunee County have submitted applications for which no funds are currently available.

Strategy - Develop Safe Community Coalitions with Engineering/Planning Components

Traffic Calming is relatively new in Wisconsin, and requires collaborative efforts of engineering, planning, and political leaders. Local planners and engineers trained in safety strategies for traffic calming, intersection design, school zone and work zone safety can provide important technical information to their community coalition and can encourage the community to undertake small engineering studies of local crash problem locations. The process of making these changes in their neighborhood transportation networks can be led by the citizens themselves, as well. These studies can then lead to community action to implement countermeasures.

The most effective strategy for decreasing intersection crashes is to design intersections to maximize visibility and minimize conflicts. Traffic calming techniques have been shown to slow traffic in neighborhoods as well as to reduce intersection crashes. In addition, traffic calming encourages healthy walking and bicycling behavior by making streets welcoming to non-motorized users. The use of many "traffic calming" techniques and the design of pedestrian and bicycle facilities concurrently with the facilities for motor vehicles have been proven to have safety benefits as well as decreasing congestion. Wisconsin's engineers are now required to study pedestrian and bicycle facility design.

General Safety Outreach and Communications

Targeting programs, activities and messages requires the highway safety professional to achieve the cultural competence of his social science and public health counterparts. Messages that are based purely on demographic factors are not so successful as those that incorporate the message into the entire psychosocial context in which the target group operates. This requires a grounding in cultural norms other than those of the public safety professional or of the predominant culture.

Management

The Communications Program Manager will assist each program specialist in the development of communications strategies, educational materials and marketing or social marketing techniques. In addition, the Communications Manager will arrange for the dissemination of information about traffic safety issues, programs and techniques by means of media releases, print newsletters and Internet publications, and by coordination of state safety conferences and advocacy group meetings.

Communications/Education/ Marketing

Effective information dissemination and marketing creates an awareness of the issues and furthers the principles of traffic safety in all arenas. PI&E is intended to be an integral part of each program activity and will be evaluated as a contributing factor to the program's success. Our "toolbox" of strategies include, but are not limited to, advertising, media programming, media relations, information programming, training and development, advocacy leadership, response feedback, special events, promotional items, product marketing and testimonials.

Mass Media

Education alone is ineffective at best; it can even increase the risk, according to a May 2001 article in the Insurance Institute's Status Report. A recent literature review of the assumptions, premises and results of 25 years of traffic safety communications campaigns provided little evidence to support implementation of "mass media only" programs to modify negative traffic safety behaviors. (Iowa State U, 1999). Mass media alone can introduce broad health promotion concepts and accurate information on safe traffic measures, but they do not produce significant changes in attitudes and values on social issues or adoption of preventive behaviors such as seat belt use.

Integrated Campaigns

Information campaigns will use multiple media wherever appropriate and will combine mass media with community, small group and individual activities. PSA's will be de-emphasized in favor of use of earned media, target group newsletters, etc. to direct messages to the target, secondary targets or opinion leaders.

Enforcement Mobilizations

Perception of risk through effective mass media techniques has been shown to improve the immediate and long-term effectiveness of enforcement campaigns. Improved traffic safety laws, with publicity and education, can change behavior. The "Elmira" model of waves of publicity and enforcement has shown success for more than 20 years. Thus, all Wisconsin enforcement activities will include a publicity campaign that precedes the activity and has a message relating to the presence of enforcement patrols and their immediate, high-probability consequences, whether the patrols occur in waves or as a general deterrence activity.

B. Criteria for Project Selection

Safe Community Coordination Projects

Priority for Safe Communities funding will be given to the counties and communities:

(1) with populations in excess of 10,000 and with many highway miles and other exposure factors;
(2) with the most total crashes or crashes of a particular type with serious injuries and deaths and/or a high injury to death ratio as demonstrated by at least 3 years of data;
(3) with an existing and functioning coalition that has processes for preventing injuries, particularly traffic crash injuries, that is broad-based and representative of the community's demographic make-up, and that includes representatives from law enforcement, health care providers including fire/EMS, schools, business, service organizations, citizen groups or neighborhood associations;
(4) with an on-going process for examining multiple sources of appropriate local data (crash, citation, CODES, e-codes, surveys) to identify local problems and to select projects;
(5) with completed baseline (pre-activity) surveys – i.e, surveys of community needs and resources (Community Traffic Safety Assessment); knowledge, attitudes and behaviors; observational survey of safety belt use;
(6) with a process for developing local injury prevention strategies and projects with specific measurable objectives, and emphasizing alcohol-related crashes and failure to wear safety belts;
(7) agreeing to participate in all three state law enforcement mobilizations;
(8) demonstrating willingness to coordinate safety strategies, programs and funds;
(9) demonstrating willingness and ability to commit local funding and other match; and to sustain the effort without Highway Safety funds;
(10) with a plan to evaluate the effectiveness of coalition-supported activities; and
(11) with a history of using Highway Safety funds effectively as seed money to develop continuing programs.

Smaller communities may be eligible if they demonstrate problems of unusual scope or unusual buy-in and effectiveness in past Highway Safety projects.

V. ACTIVITIES and ESTIMATED FUNDING by STRATEGY

Community Outreach and Activities

STRATEGY -- ADMINISTRATION

Activity: 04-10-01-CP PROGRAM MANAGEMENT and REGIONAL OUTREACH

Problem: Need to market highway safety and disseminate the latest information to advocates and communities, and to empower them to act either independently or working with BOTS. Behavior change requires statewide traffic safety advocacy, dissemination of information, assistance in community organization, project writing, monitor local program and fiscal activity, statutorily required attendance at CTSCs and attend other local meetings.

Objective: 1. BOTS presence at all County Traffic Safety Commission meetings

2. Encourage project activity in high K-A communities, assist them in writing quality grant applications, and monitor project activity, expenditures and equipment use.
3. Empower communities to act independently and to develop new programs or encourage long-term safety advocates to maintain their commitment.

Resources: $375,000 for 5.0 FTE, travel, training, fleet, DP, M&S.

Self-sufficiency: Increasing use of electronic means of communication, increasing sophistication and empowerment of advocates and communities.

Evaluation: Administrative. Compare program objectives and planned activities with accomplishments and comment on reasons for success or lack thereof. Quarterly and final reviews and Annual report. Contact reports, project monitoring reports, Inventory updates. CTSC minutes, and number of Safe Community coalitions developed.

STRATEGY -- EMPOWERMENT – Community Programs

Activity: 04-10-04-CP COMMUNITY PROGRAMS - SAFE COMMUNITIES

Problem: Local efforts have been shown to be most effective in changing behavior. Improved local access to and use of information and improved community development skills will produce the empowerment necessary for the sustained efforts required. Coordination of local injury data and resources is a first step in a strategic process of producing safer communities. 17 coalitions in place in 1999.

Objective: 1. To Form 25 Safe Communities (Injury Control) Coalitions in WI by 2005. To provide materials, training, grants, other support for the development of local coalitions, and other technical assistance as requested.
2. To assist in promotion of self-sufficiency of existing coalitions.
3. To study the effectiveness of Safe Community Coalitions in changing community knowledge, attitudes, behaviors at the individual level and at the political/institutional level.

Resources: $500,000. $450,000 for grants to communities, materials development, training support. $50,000 for effectiveness study to be performed by outside evaluator.

Self-sufficiency: Empowered communities will know how to plan and to use data, and will thus request BOTS resources only for those priority needs that cannot be supported from local or other funds.

Evaluation: Administrative – description of coalition and its activities. Impact – local surveys of KAB pre/post activities; outcome –3-year average change in crashes, injuries and deaths.

Activity: 03-08-02-RS SAFE COMMUNITY SAFETY-CONSCIOUS PLANNING PROJECTS

Problem: Safety needs to be incorporated into the Transportation Planning process. Communities often recognize roadway safety improvements that can be implemented locally. Working with local engineers/planners, community efforts should include or be associated with local traffic calming efforts. Communities receiving these Safe Community funds will be strongly encouraged to attend traffic calming training and will be required to share their experience with other similarly situated communities. Safety in school zones is a perceived problem by parents and school officials. Schools and school districts need to review the safety of school zones thoroughly before investing time and energy in proposing expensive solutions to imagined problems. NOTE: PS funds not used for the activities specified in that program may be reprogrammed to safety-conscious planning, and multi-modal safety scanning activities.

Objectives: At least five communities will undertake safety planning/engineering for at-risk populations or at-risk locations such as older pedestrians or children in school zones by implementing such activities as a study of travel zones, a safe route to school effort , pedestrian road show or other study, or plan a traffic calming or other roadway safety improvement project based upon these community-led scanning and planning activities.

Activities: Communities may undertake community-wide safe transportation planning, school zone safety studies, safe route to school projects or some other approach to traffic safety designed by a collaborating group including school staff, advocates for the elderly, planners and other interested community members as appropriate for the community and project.

Resources: $15,000. $3,000 x 5 communities for evaluation, investigation, and planning and may be used for low-cost (i.e. less than $3,000) interventions, with a 50% hard match required.

Self-sufficiency: The required 50/50 soft match will promote community involvement in the effort and should enhance self-sufficiency. Communities will be eligible for only one school zone safety project during the ten years (2002-2012).

General Safety Outreach and Communications

STRATEGY -- EDUCATION – Public Information & Education

Activity: 04-10-02-CP COMMUNICATIONS COORDINATOR/PROGRAM MANAGER.

Problem: Need to coordinate media contacts, development of public relations campaigns, marketing of BOTS mission and resources, development of safety marketing strategies, management of meetings and conferences.

Objective: Write speeches, maintain communication about breaking issues, assist Program Managers with marketing campaign and materials development, produce/support BOTS outreach materials, organize Governor's Conference and other meetings, as required to:

1. Assist in the development of new marketing campaigns and educational materials.
2. Coordinate media contacts within WisDOT and provide speech writing assistance.
3. Coordinate marketing of BOTS via appropriate media.
4. Organize conferences, and meetings of Task Forces and other groups.
5. Assure evaluation built in to all PI&E efforts.
6. Develop and distribute pattern news releases to local partners.

Resources: $60,000 for 1.0 FTE, travel, training, DP, M&S

Self-sufficiency: None.

Evaluation: Administrative. PI&E Plan. Compare program objectives and planned activities with accomplishments and comment on reasons for success or lack thereof. Quarterly and final reviews and Annual report.

Activity: 04-10-02-CP PI&E - GENERAL (Community-Focused and Non-program-related Campaigns and Media Outreach)

Problem: Informal surveys indicate general public is unaware of nature and extent of traffic safety problem, unaware of existence of BOTS and TSCs, and believe traffic "accidents" are normal part of living. Some traffic safety public relations efforts do not fit squarely within a Priority Program area. BOTS function as coordinator of state highway safety programs requires means of communicating changes in laws and programs, the latest information about a wide variety of topics. This requires timely multi-media offerings.

Objective:
1. Develop general outreach materials.
2. Develop, duplicate and distribute non activity-specific print and AV materials.
3. Support BOTS displays at state and local fairs, professional, commercial and advocacy meetings.
4. Develop speakers' bureaus of volunteers and BOTS staff to perform outreach function.

Resources: $40,000 for contracts for materials and newsletter development, programming, duplication, printing and distribution.

Self-sufficiency: BOTS web site and in-house maintenance, and development of volunteer speakers bureaus should decrease cost of outreach activities.

Evaluation: Baseline surveys of KAB, on-site surveys regarding nature and content of materials, post-surveys of KAB. B/C

Activity: 04-10-02-CP TRAFFIC SAFETY REPORTER and OUTREACH

Problem: Outreach to safety professionals and advocacy groups necessary to keep them informed and motivated to work locally and in state-level organizations on traffic safety issues.

Objective:
1. To produce, print and distribute six issues of the Traffic Safety Reporter.
2. To coordinate the development of the safety portion of the WisDOT Internet site.
3. To provide support services & maintain WHSP Web-site

Resources $35,000 for wages, travel, DP, M&S, mailing.

Self-sufficiency: Maintain web site (20,000 hits per year) and maintain web site calendar of traffic safety events.

Evaluation: Conference evaluations only.

Activity: 04-10-03-CP GOVERNOR'S HIGHWAY SAFETY CONFERENCE

Problem: Outreach to safety professionals and advocacy groups necessary to keep them informed and motivated to work locally and in state-level organizations on traffic safety issues.

Objective: To conduct one 2-day Governor's Conference on Highway Safety for 300 volunteers and safety professionals.

Resources $20,000 for travel, subsistence, fees, M&S, contractual services.

Self-sufficiency:Attendees pay own registration fee and lodging costs

Evaluation: Conference evaluations only.

Activity: 03-10-03-CP VOLUNTEER ACTIVITIES -- Wisconsin Association of Wo/Men Highway Safety Leaders (WAWHSL)

Problem: Outreach to safety professionals and advocacy groups is necessary to keep them informed and motivated to work locally and in state-level organizations on traffic safety issues.

Objective:
1. To conduct one 2-day training workshop for the for 50-100 WAWHSL volunteers.
2. To fund state WAWHSL conference and delegate travel to NAWHSL and Board of Directors meetings.

Resources: $13,000 ($9,000 for WAWHSL support and $4,000 for WAWHSL conference) for travel, subsistence, fees, M&S, contractual services.

Self-sufficiency: None.

Evaluation: Administrative: Level of highway safety activity. Conference evaluations.